

Canada's First Premiere Afloat

By JAY L. SMITH

On The
beam



Early this Fall, the Canadian Moving Picture Digest will publish its Special 40th Anniversary Edition. Actually, this edition should have come out in 1954, as The Digest was first published early in 1915, but due to the passing of Ray Lewis, publication of the 40th Anniversary Issue was held up until this year.

It is hard to realize that for over forty years now, the Canadian Moving Picture Digest has been in continuous publication. For all but a year or two of that time, it was under the personal guidance of Ray Lewis, who at the time of her death, was acknowledged to be the First Lady of the Motion Picture Industry, not only in Canada but throughout the world.

For many years, Ray Lewis promised to publish her memoirs; unfortunately, the press of her many business interests always seemed to interfere, before the job could be done. In The Digest 40th Anniversary Issue, it will be our pleasure to publish a history of the Motion Picture Industry in Canada for the past 40 years, as seen through the pages of The Digest during that 40-year span.

The best of the famous Ray Lewis Editorials, and Ray Presents will be republished in their original form. Many of these are classics, and the messages they contained are as applicable to the present situation in Canada, as they were during the period in which they were written.

A letter will be going out to all our readers within the next few weeks, inviting you to join with us in celebrating our 40th Anniversary. I am confident that the very fine support which The

(Continued on Page 4)

Canadian Navy, JARO and Odeon Combine For Historic Event

HMCS STAR, HAMILTON, Exclusive. Final plans for the North American Premiere of JARO's "Above Us The Waves" was set last Thursday at the Naval Reserve Headquarters of Canada in Hamilton.

Int. Chief Barker In For Toronto Visit

TORONTO, A highlight of the year for Toronto Variety Tent No. 28 was the special dinner Wednesday evening, June 22, at the club's headquarters here when a large attendance of Barkers had

(See CHIEF BARKER Page 4)

The premiere will be Canada's first on board ship at sea.

Participating in the development of one of the most grandiose premieres in Canadian showbusiness were Commander F. H. (Eric) Pinfold of the Great Lakes Training Command and Lieut. Commander A. J. Plosz, Public Relations Officer for the navy and Jim

(See NAVY Page 4)

"Marketing" Boosts Movie Star Endorsements With Story On WB

TORONTO, Warner Bros. and its Canadian director of Advertising, Irving Herman got themselves a full page break with a story which appeared in the June 24th issue of Marketing.

The story written by June Becker and dealing with movie star endorsements by Canadian firms will act as a tremendous booster not only for Warner Bros. but as well for all other film companies up here. Excerpts from the article follow.

"Here comes the movies... loaded with schmaltz... ready to put sales oomph into your product.

(See MARKETING Page 4)

MGM Signs With ABC For Half Hour Show

NEW YORK, MGM has entered the television field. This announcement was made by Nicholas M. Schenck, President of Loew's Inc., which is the parent company producing Metro-Goldwyn-Mayer Pictures.

An agreement has been signed with the American Broadcasting Company whereby the MGM studios will present a weekly half-

(See MGM Page 3)

Revised Tax Schedule For Can. Made Films

OTTAWA, Effective July 1, a revised tax schedule of the Canadian Department of National Revenue goes into effect on moving picture film releases produced in Canada. A 10 per cent sales tax on finished production will be bas-

(See TAX Page 4)

"Crockett" Gets Top Promotion Famous and E-U All Out On Pix

That TV can and will be put into its proper place by our industry, in the same manner as radio, was proven effectively in the dating of Disney's "Davy Crockett," released in Canada through Empire-Universal, into 7 Famous Players Toronto theatres.

In actual fact, a careful study of this film will prove that TV pre-selling, as was the case with "Davy Crockett" can out-do the previous history of radio in boosting box office admissions. Famous Players ad-

(See CROCKETT Page 3)

SINGLETON LEAVING ASSOCIATED SCREEN NEWS

W. J. Singleton has resigned from Associated Screen News to take effect July 31st. Prior to his resignation, Singleton had been Director of Sales and Services. No announcement was made of his future plans.

3rd Spencer Drive-In Opens At Nappan, N.S.

NAPPAN, N.S., The Grand-View Drive-in theatre on the Amherst-Springhill highway at Nappan, N.S. got under way on Mon. June 6th. This is the third Drive-in for the Spencer Circuit, and has a capacity of 378 cars. F. Edward Mullis, Manager of the 'Capitol' and 'Paramount' theatres in Amherst will now devote full-time to the 'Grand-View' while his assistant, Mr. Duncan L. McIntyre will manage the Amherst theatres. Mr. Gordon Ollerton

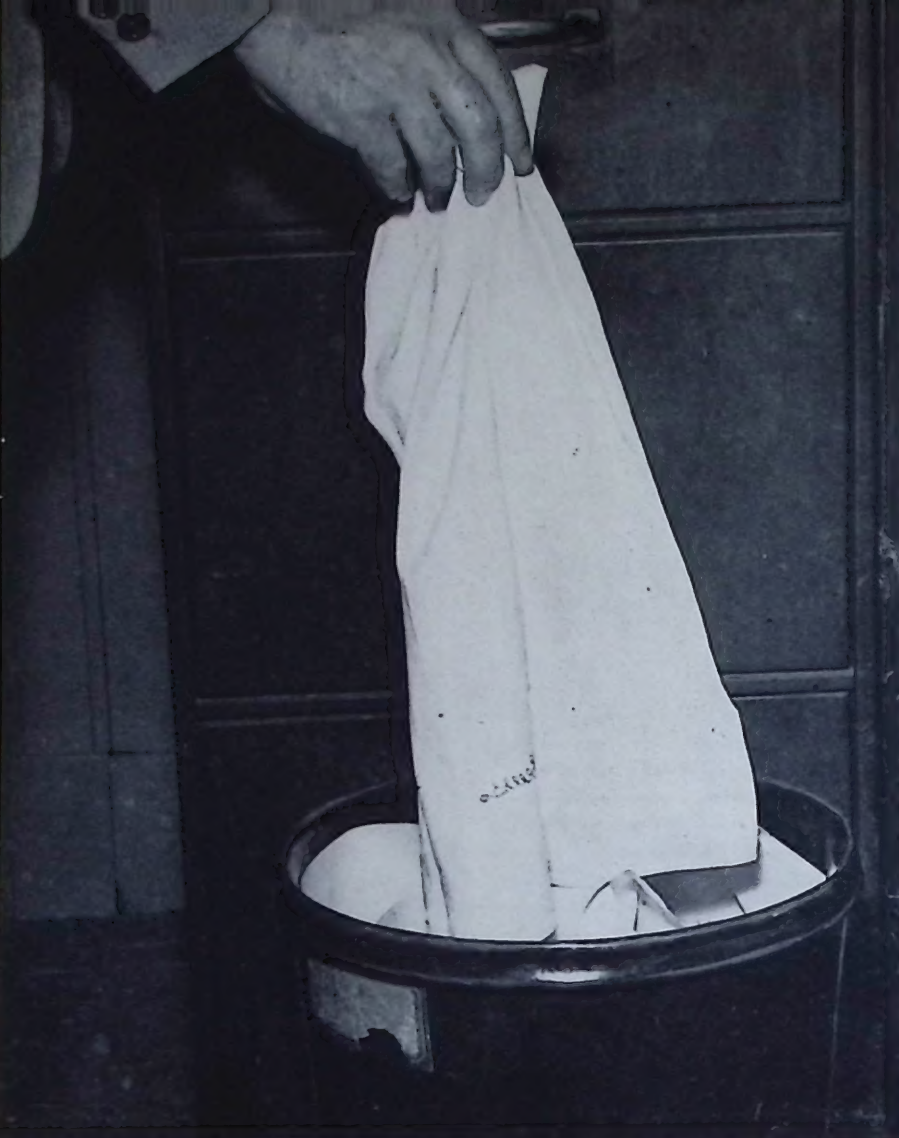
(See NAPPAN Page 3)

ABC Forms Record Co.

NEW YORK—Amer. Broadcasting-Paramount Theatres Inc. has formed a new wholly-owned subsidiary to record, manufacture and distribute phonograph records.

(See ABC Page 3)

UA's "Marty" Breaks Opening Three Days All Time Record At Towne Cinema, Toronto



"THROW AWAY THAT CRYING TOWEL!"

One Of The Greatest Pictures Of
All Time, M-G-M's

"INTERRUPTED MELODY"

Awaits Your Showmanship
Presentation To The Public Which
Has Heard So Much About It!

A RARE OPPORTUNITY!

When a picture of the rare calibre of "INTERRUPTED MELODY" is preceded by enthusiastic penetration, it is indeed a rich opportunity for live-wire showmanship. Here is just part of the acclaim:

"Best Picture"—(LIFE, REDBOOK, COSMOPOLITAN) • Nationwide TV presentation on "THIS IS YOUR LIFE" • Nationally syndicated columnists: "One of the screen's great movies"—*Louella Parsons* • "A wonderful love story"—*Hedda Hopper* • "A great motion picture"—*Sheilah Graham* • Advertised and promoted in a giant M-G-M campaign.

Until you see this enthralling picture for yourself you cannot know the entertainment thrill that awaits your patrons.

With "Blackboard Jungle" continuing its meteoric box-office career, with "Love Me Or Leave Me" packing theatres everywhere, M-G-M is indeed happy to add another outstanding entertainment to the screens of America.

M-G-M Presents In CinemaScope • "INTERRUPTED MELODY" starring GLENN FORD ELEANOR PARKER • With Roger Moore • Cecil Kellaway • Written by William Ludwig and Sonya Levien • Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

CROCKETR

(Continued from Page 1)

vertising department, headed by Jimmy Nairn combined with E-U's director of advertising, Walter Kennedy in producing one of the most successful promotion campaigns ever seen in Toronto.

Famous Players, represented in the person of Bert Brown, together with "What's COOKing" Tiff Cook, united with Kennedy to produce, the first in many a long year, two full pages of co-op advertising, in the Telegram with one whole page devoted to the film and where it was playing. Not satisfied with this the trio received a full page ad on "Davy Crockett" from Simpson's with a streamer on the bottom announcing time and place of the run of the film. In addition a fair sized ad was inserted in the dailies by Capitol Records.

The campaign did not limit itself to the newspapers only, but extended into many facets of the promotional business. Simpson's came through with a window as well as having 4 Disney trading posts, scattered throughout the store, with banners listing theatres and dates. Kresge's, Woolworth's and Fairweather's also provided window displays across the length and breadth of the city.

In the theatres, 7 foot standees were placed a week in advance of the opening and the "trio" with the cooperation of Jack Fitzgibbons of Theatres Confection promoted the giving away of cardboard "Davy Crockett" hats with every box of popcorn sold.

This then is the answer, and the only answer, to TV competition or any other competition, the answer provided by the combination of Famous Players, Empire-Universal and the Disney organization, Showmanship Plus.

MR. EXHIBITOR!!

We sell and distribute locally, on an exclusive basis, the approved advertising trailers (40 to 60 seconds in colour) for many leading Canadian advertisers.

For CONSISTENT
Extra Revenue in 1955

Write - Phone - Wire

ADFILMS LIMITED

77 York St. TORONTO EM. 8-8986
10940-122nd St. EDMONTON 8-2508
QUEBEC CITY 3-5755

Across the Country



Toronto and District

Chief Justice W. B. Farris, who died at Vancouver in his 69th year, was a brother of Senator J. W. de B. Farris, a member of the Upper House at Ottawa, who has long been a company director of Famous Players Canadian Corp.

The Odeon Theatre on Queen Street West in Toronto, generally known as the "Parkdale Odeon," is putting on a special benefit performance June 30 in aid of the widow and three children of Kenneth Jones, the finance-company clerk who was killed by a robber's gun on downtown Yonge Street as he attempted to thwart the yegg's getaway. The special show at the neighborhood Odeon was a matinee.

Ottawa

Britannia Drive-In introduced its wide screen — the first in this area — with 20th Century-Fox's CinemaScope production "The Robe." The innovation is attracting the attention of the car-owner trade to this ozoner located in the Western outskirts of the city above the municipal playgrounds on Britannia Bay.

"The Blackboard Jungle" got off to a big opening at the Capitol Theatre and manager Ray Tubman expects big business for the controversial MGM picture despite the current heat wave.

Stock car racing under the lights at Lansdowne Park, monster bingo games at the Auditorium and Coliseum, and twilight trotting programs at Tommy Gorman's Connaught Park Speedway are the movie's biggest headache these balmy June evenings. Theatre operators are looking forward to some relief at the box-office when schools close for the summer months.

Maritimes

Mr. M. S. Bernstein after a long bout with a virus infection returned to his office this week. The "Strand," Saint John (Odeon Garson) theatre has undergone some re-decorating.

The Odeon Circuit is looking forward with enthusiasm to playing "Marty" next week, in Saint John and Halifax. Mr. F. Harrison Howe of the Famous Players "Paramount," Saint John, is betting on "Davy Crockett" to give his business a shot in the arm. Zeller's Ltd., who have a tie-up on this picture, have arranged a very attractive display in the Paramount lobby with a model boy dressed in "Davy Crockett" outfit, etc., mounted on a green grassy platform, surrounded by all the "Davy Crockett" fixins. Harrison feels this is a very timely booking with school closing next week.

Winnipeg

Congratulations to Lionel Slavin, of the Alliance Calgary office, and his wife, the former Eleanor Neisen, on the birth of their daughter, Debra-Joy, who weighed in at 8 pounds, 3 ounces. The Slavins are former Winnipeg residents.

Visitors to Film Row included Barney and Ralph Smith of Watson, Sask., H. B. Narfason, Foam Lake, Sask., and Garnet Wright, Keewatin, Ont.

Change of ownership of the Derrick Theatre, Virden, Man., became effective on Monday, June 27th, when Rothstein Theatres Ltd., with head office in Winnipeg, took over from R. Gabrielle.

The Manitoba Censor Board has reversed its original decision to ban "We Want a Child."

MGM

(Continued from Page 1)

hour program entitled "The MGM Parade." It will start in the fall.

Mr. Schenck made the following statement:

"Here at MGM we have made a study of television and have in mind the point-of-view of motion picture exhibitors. We are now evolving a type of program which will be good popular entertainment and will serve the mutual interests of our customers and ourselves. A portion of our "MGM Parade" will be devoted to information about the studio's forthcoming pictures to be played exclusively in motion picture theatres."

NAPPAN

(Continued from Page 1)

projectionist at the "Paramount" has been transferred to the outdoor Movie and Mr. Ollerton will be replaced by Mr. Laurie Arsenau. These transfers will remain in effect while the Grand-View is in operation.

J. N. Kenney Construction Company of Yarmouth, N.S. were responsible for construction of this Drive-in theatre, and the projectors and sound equipment was supplied by General Theatre Supply Company — Mr. Bill Orr was the Engineer. Mr. Gerald R. Spencer attended the Opening of the new Drive-in.

ABC

(Continued from Page 1)

Corporate name of the new subsidiary has not been selected, says Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, but the tentatively selected name or label for the records is Ampar.

FOR SALE

YES! 8,500 LATE MODEL
USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS
AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT
CUSHIONS AND FULLY UPHOLSTERED
BACKS—SPRING BACK TYPES ALSO.
CARPETING, ASPHALT, RUBBER,
VINYL TILES AND LINOLEUM

We are Factory Agents
At Bargain Prices

Drop us a line — we will give you
photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum
and Tile Division
945 GRANVILLE ST. MA. 5034
VANCOUVER 2, B.C.

On the Beam

(Continued from Page 1)

Digest has received from the Industry for the past 40 years will culminate in a 40th Anniversary Issue that the whole Industry can point to with pride, as having had a share in making such an issue possible.

I noticed in a recent article in Canadian Television and Motion Picture, dealing with the editor of another Canadian motion picture trade magazine, reference to "indifferent publicity directors and general managers . . . who, secure behind their haze of cigar smoke, see absolutely no need for a Canadian magazine". Personally I cannot subscribe to the fact that the publicity directors of the distributing companies, or their general managers, are indifferent to a Canadian trade paper.

It would have been impossible for The Digest to survive for over 40 years, if such indifference existed. During her lifetime, Ray Lewis fought more battles for the independent exhibitors than probably any individual in the Industry. At the same time, she fought countless battles on behalf of the distributors, when they were threatened by government interference, or by banking or other interests who were trying to take over our Industry.

But even at the height of Ray Lewis' battles, there were always sufficient producer-distributors with open minds who recognized the necessity for a Canadian trade press, and continued to support The Digest with advertising revenue. Naturally, no publisher ever feels that he secures sufficient advertising, there is no such animal. But I would be grossly unfair, and brutally ungrateful, if I were to label the distributors' general managers and publicity and advertising directors, "indifferent" to a Canadian Trade Press, for the mere fact that we are about to publish a 40th Anniversary Issue, gives the lie to such indifference.

The support that I have received from the Industry, since taking over The Digest one year ago has been most welcome. The reception of the "New Look" Digest has been excellent, and I am happy to report that our paid subscription list is higher than at any time in the 40-year history of The Digest. I can only hope that the job we are doing at The Digest, not only by way of disseminating news, but in SERVICE to the Industry, all branches of it,

will justify, and in fact, ensure, your continued and increased support in the years to come.

NAVY

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Hardiman, Odeon's director of advertising, Chas. Mason of Odeon's Publicity Department and Tom Knight, JARO's director of advertising.

Prior to the discussions, a special screening was held at the Windsor Theatre, Hamilton, with over 150 sailors and officers in attendance.

Plans for the premiere, which is scheduled sometime during the second week in August, call for the newspaper, radio and TV representatives to board ship at Toronto and Hamilton with the Toronto ship rendezvousing somewhere close to Oakville with the main flotilla which will be composed of about 15 ships. Starting time for the junket will be 9 a.m.

The flotilla of 15 ships will be under the command of Commander Frank Jones of the Great Lakes Training Division. The party of guests will be put aboard either of two vessels, the Wallaceburg or the Portage, both of which are 1300-ton ocean escorts, and will view a full day of naval activity, ranging from manoeuvres to gunnery practice, laying of depth charges, with lunch and dinner being served aboard ship to the entire group.

The actual premiere will take place in the evening aboard the Wallaceburg and Portage. There will be over 500 sailors and officers participating. Rear Admiral Kenneth F. Adams who is in charge of the Naval Reserve, is expected to be in attendance at the showing of the film.

CHIEF BARKER

(Continued from Page 1)

the pleasure of hearing International Chief Barker George Hoover of Miami in an inspiring address.

It was the second time that the International Chief had addressed a Toronto gathering this year as he had officiated at the Graduation Banquet of Variety Village students last February in the Royal York Hotel.

Graydon Mathews

Graydon Mathews, Saint John branch manager for JARO died at 6.30 a.m. Monday, June 27th in Montreal, after a lengthy illness. A member of the Canadian Picture Pioneers, Mathews had been with the JARO organization since about 1947, working in Toronto, Winnipeg, Montreal and finally in Saint John.

MARKERING

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"The film companies are out to play flutter-flickers with Canadian companies. Main theme: You-help-us-and-we'll-help-you.

"We want to get into the advertising department without being on the payroll," says Irving Herman, Warner Bros. publicity man in Toronto.

"Herman is out to promote Warner Bros. products in the traditional Hollywood style. The movies have come a long way from the days when Hedy Lamarr kept an advertising agency waiting months while she made up her mind whether or not to endorse a corn syrup for a \$2,000 fee.

"Now, in contrast, a jam-packed roster of Hollywood luminaries is ready to link up with anything from beer to brilliantine—all for free, and a mention, please, of star, studio, and current film.

"So far, Lever Bros.' Lux and Colgate-Palmolive's Lustre-Creme are the only two Canadian companies to consistently plant Hollywood in the ad space.

"Herman says there are plenty of possibilities. Recently he sent a letter to a long list of Canadian advertisers and agencies, noting the services of 55 stars—everyone from Clyde Beatty to Frank Sinatra, June Allyson to Virginia Mayo—dying to tie up with the product, free of charge.

"Unless you're fishing for such box-office atomic power as Marilyn Munro or Marlon Brando, Warner's will promise you exclusive tie-in rights in your field.

"Promotion with a kick doesn't cost anything," says Herman. "It's just a matter of ideas."

"You can even turn the menacing shadow of television into a selling tool for your movie. That's what Herman did with 'A Star Is Born.' A 30-minute TV film of the picture ran over Canadian TV stations the night before the premiere of the movie in each town.

"Another case: When the movie 'Dragnet' was released, Warner's had the sponsors of the TV program of the same name, Johnson's Wax and Elna Sewing Machine, boost it in their ads. They, in turn, got a theatre boost, with tie-in posters and a contest for a sewing machine. Elna even built up a mailing list from the theatre's ballot box entry forms.

"Film studios will do much the same for you, if you tie onto a current film or a star with such aids as advertising mention, window banners, or testimonials. Herman gets out a detailed, mimeographed brief, which he calls

CanadAids, for each of Warner's 33-odd releases yearly.

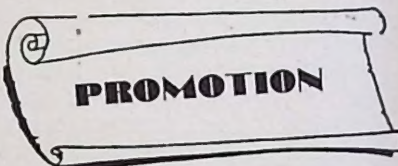
"Latest promotional plunge is for 'Dam Busters,' a film about the RCAF Pathfinder Squadron in World War II. Warner's discovered five members of the original squadron in England at the London premiere. So it made a film of the airmen seeing the film which it's incorporating in newsreels and using as a trailer for 'Dam Busters' in Canada."

TAX

(Continued from Page 1)

ed on a valuation of 9½ cents per foot, with the same tax on prints to customers based on actual invoice.

Educational films are tax-exempt on both production and prints when certification from National Film Board is provided that such product falls within the educational category.



Manager Bob Knevels of the Tivoli Theatre, Windsor, featured a Pepsi-Cola Saturday morning show June 4 for the juveniles for which the admission "price" was six Pepsi-Cola bottle caps. There were also suitable prizes for different contests between cartoons and feature.

\$\$\$

Manager Wilf Larose of the Palace Theatre, St. Catharines, conducted a private screening of "The Divided Heart" in advance of engagement when he secured endorsements from many viewers. A number of comments, including the opinions of two clergymen in Niagara district, were used in the theatre's advertising campaign.

\$\$\$

Manager Don Edwards of the Tivoli Theatre, Hamilton, had an attractive lobby display for the engagement of "20,000 Leagues Under the Sea," which held for a third week. The demonstration consisted of an exhibit of equipment for deep-sea diving which was supplied by a Hamilton diver, Arthur A. Gray, who had many and varied experiences while serving with the Royal Canadian Navy.

\$\$\$

For "That Lady" at the Odeon Theatre, Toronto, Manager Vic Nowe paid special attention to lady patrons on the Friday night of the run. There was a lovely Nowe rose for each of the 500 ladies who entered the theatre after a stated hour.



By MAX CHIC

Famous Players' annual Toronto picnic was as great as ever, according to all reports . . . this Chatterer was kept away by a newly inherited ulcer condition . . . Vancouver is still leading in the 7th week of the Cardinal Billings Drive, with Saint John second and Calgary, third . . . reports have it that MGM will launch a regular TV advertising schedule in the near future in Toronto with Loew's participating.

The second Korda film "Richard III," will have its premiere over the NBC TV network . . . Jim Ochs of Cleveland and prominent Drive-In operator is the proud POP of a twin . . . UA's "Marty" which is doing sensational business at the Towne, Toronto, had a special screening down Hamilton way, engineered by the Odeon crowd for of all things . . . butchers . . . the object, a special tie-up for the film's Hamilton opening.

That the concession business as far as theatres is concerned is big business, has been proven by its leading lights in this country regularly . . . the newest gimmick is a new and specially designed popcorn box with a circus motif, being put out by Odeon's Tom Moran . . . Morris Diamond is looking like an up to date edition out of Esquire mag . . . he has peeled off over 20 lbs. recently.

A report in a local journalist's column that the Odeon, Toronto is going to use stage shows brought this statement from a senior Odeon executive . . . "we at Odeon have always tried to bring the best in entertainment to the Odeon and will continue to do so, including stage shows" . . . no indication was given that "live shows" are immediately forthcoming.

Glenn Ireton, one-time WB Canadian publicist, is now busy in Tokyo, reporting for the Film Daily . . . the Valour, Winnipeg, has shuttered temporarily for the installation of CinemaScope, VistaVision and Wide Screen . . . Judy Garland will make a personal appearance at Vancouver's Forum, come July 19 . . . Jack Aceman is in charge of the B'Nai B'rith sponsored event.

The WOMPI's at a recently held meeting at Odeon elected 3 new directors; Jean MacLennan, Odeon; Kitty Fisher, MGM and Mildred Banks of MGM . . . Olive Copleston, also of MGM, was elected corresponding secretary.

Rank Empire Becomes Trust—Aids Charity

LONDON, ENGLAND, J. Arthur Rank has announced he has put his multimillion dollar movie empire under the control of a trust to keep it in British hands. Profits of the trust will go to charity.

United States motion picture interests recently have been reported buying shares in the Rank organization, the largest movie combine outside Hollywood. Valued at £61,000,000 (\$170,800,000), it includes the Odeon and Gaumont movie house chains and associated film producing and distributing companies.

Mr. Rank, who is 66 years old, will continue to serve as chairman of the controlling company of the group.

The new set-up was prompted by Britain's tax laws, which exempt trust properties from the heavy death duties laid on estates. Its establishment means that when Mr. Rank dies, his executors will not have to sell big blocks of stock on the open market to satisfy the tax collector.

FATHER'S NIGHT

To encourage male patronage, the Kingston Drive-In staged a "Father's Night" with a token gift for each man brought to the theatre by his wife.

Drive-Ins' Week-end Takes Attract Yeggs

RENFREW, Another safe-cracking job at a drive-in theatre in Ontario took place over the June 19 weekend at the Hi-Way D-I on the outskirts of Renfrew, this being a unit of the Ottawa Valley Amusement Co. of which Russ Simpson is general manager. The receipts for two nights were taken.

Previously the O'Brien Theatre, Arnprior, also operated by the Ottawa Valley company, had a break-in but the burglars were interrupted by police. The Pembroke Drive-In, a unit of 20th Century Theatres, also has suffered a loss of \$1,900 in an earlier week-end job.

Kovnats New Booker For JARO In Winnipeg

TORONTO, Mr. Abe Kovnats has been appointed Booker in JARO's Winnipeg Branch to succeed Alec Winegratsky. Mr. Winegratsky has been promoted to the sales division covering both 16 mm. and 35 mm. accounts in the Winnipeg Territory.

For the Cardinal Films Division of J. Arthur Rank in Toronto Mr. Frank Price was appointed booker. He has spent the last seven years booking at Universal.



Director John Ford and star John Wayne arrive in Utah's Monument Valley, to start location filming of Warner's "The Searchers." Wm. Altman, TV playwright and associate producer of "Studio One" signed by Paramount for the Bob Hope starrer, "King of Hearts."

Columbia's "Chicago Syndicate," starring Dennis O'Keefe premiered at the Criterion, New York, June 20th. Robert Mitchum and Robert L. Jacks team up to form new company producing pictures for United Artists release.

Key City pre-release dates set by Universal for "The Shrike," with world premiere in New York in July. JARO hands Norman Wisdom role in the Pinewood production "Man of the Moment."

"Forever, Darling," starring Lucille Ball and Desi Arnaz, for Metro, is now before the cameras with cast including James Mason and Louis Calhern. Five composers at work doing original score for Republic's "The Last Command," starring Sterling Hayden and Anna Maria Alberghetti.

RKO set to start work on two more productions, "Glory" with Margaret O'Brien and "The Way Out," with Gene Nelson, which will make a total of five now in work at RKO. 20th-Fox hands Darryl F. Zanuck stint as writer-director for their filmization of adventure novel "Tigrero."

Gary Cooper reports to Allied Artists studio for wardrobe and makeup tests for his next starring vehicle "Friendly Persuasion," scheduled to roll in August.

Producer Director Herbert Wilcox back in London after completing exterior sequences of the C'Scope musical "King's Rhapsody," with Anna Neagle, Errol Flynn and Patrice Wymore — to be released by United Artists.

Arthur B. Krim announces acquisition of the screen rights to "Run Silent, Run Deep."

WANTED

Young, alert theatre manager for small-town circuit house. Here's a chance for an assistant manager to show what he can do on his own. Reply Box 22 Canadian Moving Picture Digest 21 Dundas Square, Toronto. stating qualifications and salary. Replies confidential.



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Violent Saturday (20th-Fox) C'Scope & Color with Victor Mature.

SHEA'S
Strange Lady In Town (WB) C'Scope & WarnerColor with Greer Garson.

LOEW'S
3rd wk. Love Me Or Leave Me (MGM) C'Scope & Color with Doris Day.

UPTOWN
4th wk. Blackboard Jungle (MGM) with Glenn Ford.

UNIVERSITY, EGLINTON, BEACH, ST. CLAIR, PALACE, COLLEGE, RUNNYMEDE
Davy Crockett (E-U) Tech. with Fess Parker.

ODEON & FAIRLAWN
A Life In The Balance (20th-Fox) with Ricardo Montalban.

MONTREAL

CAPITOL
2nd wk. Women's Prison (Col.) with Ida Lupino.

LOEW'S
The Prodigal (MGM) C'Scope & Color with Lana Turner.

PALACE
Strange Lady In Town (WB) C'Scope & WarnerColor with Greer Garson.

PRINCESS
Kiss Me Deadly (UA) with Ralph Meeker.

WINNIPEG

CAPITOL
Bedevilled (MGM) C'Scope & Color with Anne Baxter.

MET
Davy Crockett (E-U) Tech. with Fess Parker.

ODEON

Trouble In The Glen (Rep.) Trucolor with Victor McLaglen.

GARRICK

The Seekers, Color (JARO) & West Of Zanzibar, Tech. (JARO).

CALGARY

CAPITOL

Violent Saturday (20th-Fox) C'Scope & Color with Victor Mature.

PALACE

The Marauders (MGM) Color with Dan Duryea.

UPTOWN

2nd wk. To Paris With Love (JARO) Tech. with Alec Guinness.

STRAND

Son Of Sinbad (RKO) SuperScope, Tech. with Dale Robertson.

VANCOUVER

VOGUE

That Lady (20th-Fox) C'Scope & Color with Olivia de Havilland.

ORPHEUM

Davy Crockett (E-U) Tech. with Fess Parker.

CAPITOL

Strange Lady In Town (WB) C'Scope & WarnerColor with Greer Garson.

STRAND

Bedevilled (MGM) C'Scope & Color with Anne Baxter.

SAINT JOHN

PARAMOUNT

Davy Crockett (E-U) Tech. with Fess Parker.

CAPITOL

Hell's Island (Para.) VistaVision & Tech. with John Payne.

STRAND

Marty (UA) with Ernest Borgnine.

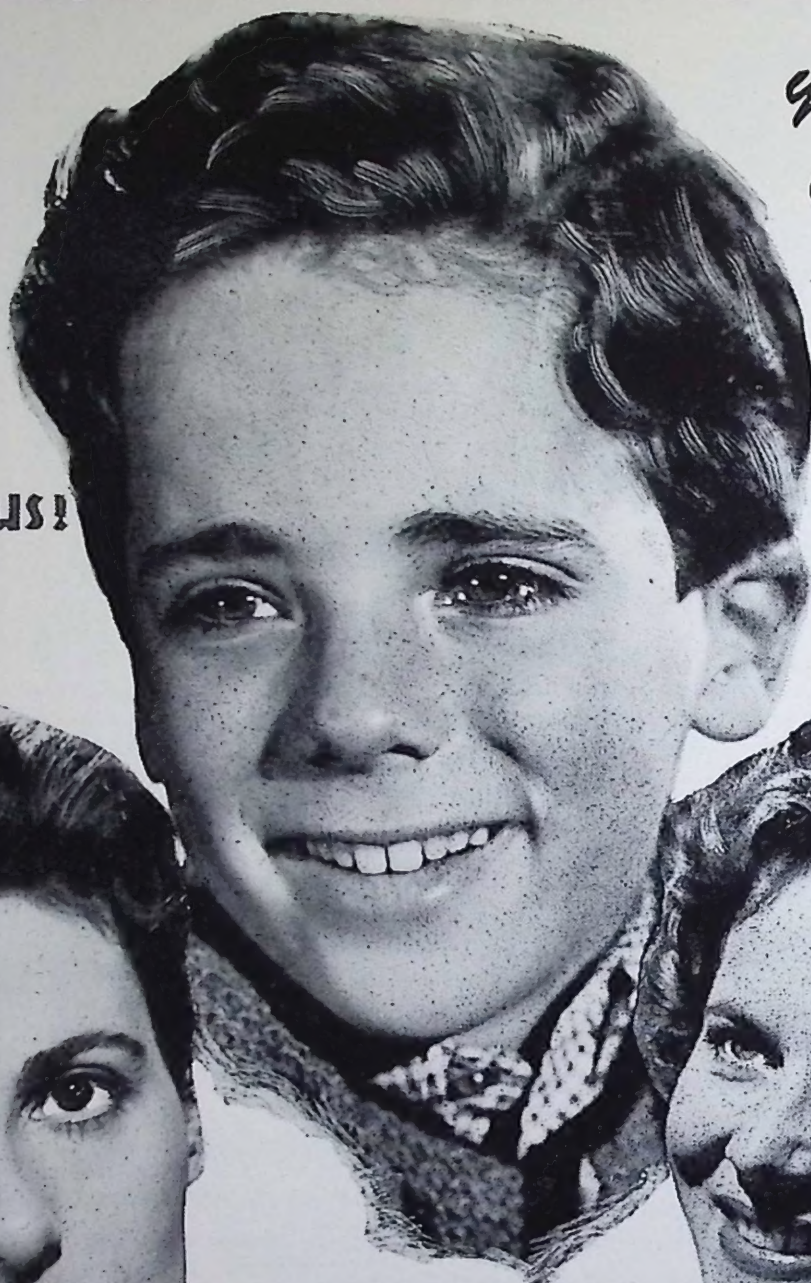
If you liked 'THE KIDNAPPERS'

you'll
love this
picture!

BRITISH
ACADEMY
AWARD
'TREMENDOUS!
BRILLIANT!
SUPREME!'

A STORY THAT WILL
TOUCH WOMEN'S
HEARTS AND COMPEL
MEN'S SYMPATHY

A TRUE STORY **LIFE**
THAT HIT
THE HEADLINES OF
THE WORLD FILMED
WHERE IT HAPPENED



Ealing Studios present a Michael Balcon production

**THE
CRITICS
SAY:**

*"...a prize-winning
British Film!..."*

*"...deserves every
prize in the book!"*

*"...a minor miracle in
film making history!"*

THE DIVIDED HEART

CORNELL YVONNE ARMIN ALEXANDER
BORCHERS MITCHELL DAHLEN KNOX

British Academy Award Winners

A PRESENTATION OF THE J. ARTHUR RANK ORGANIZATION



Another smash hit from

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